Palmers T.V. & Appliance Center — Madison Hights

Palmers T.V. & Appliance Center, Seminole Shopping Center - Madison Heights. Phone 847-5392. Sylvania TV with Halo Light for greater eye comfort. They service all makes color & black and white. RCA Whirlpool Refrigerators with built in Ice Makers - Freezers - Ranges - Vacuum Cleaners - TV's CBS - Stereo's & Record Players. Quaker Oil Heaters.

Electricity is no longer a convenience but is also a necessity in the modern household and this establishment has provided a large stock of modern electrical merchandise from which to choose including modern appliances which are designed not only to lighten the work but also to lessen the cost and turn housekeeping from an unpleasant job into an attractive task. There is no modern electrical convenience or necessity that they will fail to provide for you and a visit to this electrical merchandising department will prove a revelation in regard to the low expense of electrical service.

This establishment early realized the condition of the day and seeing a splendid opportunity to be of great service to the ladies of the country and at the same time build a business secured the sales and service for many of the leading manufacturers of household fixtures and thus is in a position to furnish anything and everything in the way of the modernization of the home from an electrical standpoint.

Go in and let them demonstrate these wonderful radios and TV's and you will enjoy the same entertainment at a small cost that thousands of other people are doing.

We desire to refer this modern establishment to all our readers as one that merits all the demands of the day, no matter what they may be in their lines and to say that the reputation of the past has been maintained and to refer them to all our readers.

Park Ave. Flower Shop — Lynchburg

Park Ave. Flower Shop, 1531 Park Ave., Lynchburg, Va. Phone VI 6-2719. They Wire Flowers Anywhere. Shop here for gifts! - Christmas Wreathes, Poinsettias, Greens for Door Swags - Silken Balls and many other Items.

With the advent of each season this conspicuous floral establishment is prepared to meet the demands of the trade. Each year exceeds it last.

Their store is always abounding in beautiful and seasonable cut flowers.

They are artists in preparing corsages and special designs. No matter for what occasion you may wish these floral pieces you will be more than pleased with their originality and beauty.

The management of this popular floral establishment is in the hands of master florists who have had long and comprehensive experience. They are ever ready to assist in the progress and development of the community.

No review would be complete without giving proper mention of this prominent florist as their growth is closely woven with progressive history of this commercial city.

Griffith Auto Repair Service — Lynchburg

Griffith Auto Repair Service, 1537 Park Ave., Lynchburg. Phone 846-0076. Take your car to Griffith for complete auto repairing. Where all work is guaranteed - Hood Repair. They specialize in Transmissions - Automatic - Straight Shift and Overdrive. Engine overhaul - tune-ups. Electrical systems - Fuel systems - Radiators .etc.

Service is not only the motto in this reputable concern but this is backed by reputation, proving they render motorists of this section a real service. It has been the result of years of good workmanship by men of recognized skill along these lines.

Experienced truck & automobile mechanics are employed at this concern to insure you ease of control and the best in riding comfort.

An automobile or truck is only a machine. A machine will not run forever without some repairs. So everyone of you car owners at some time or other must seek a reliable repair man to put your car in order.

It makes no difference what make of car you may be driving or what reputation it may have for service or sturdability, the years of service obtainable from it depend largely upon the care that has been taken of it and the class of service it receives in the hands of mechanics. The careful motorist will not wait until he has a breakdown to bring his car in for inspection, but will at the end of 500 miles or less have the car oiled, greased, and carefully inspected for any trouble.

This shop is on the job at all hours of the day. The autoist receives here quick and efficient service in the face of any mishap.

Homewood Farms — Lynchburg

Homewood Farms, Elon Rd., Lynchburg, Phone VI 5-5171. Registered Guernsey & Polled Hereford. The Southern Guernsey Breeder Association, in their promising herds records, rates this Guernsey Herd 7th highest producing Herd of 140 cows or more in the United States.

These farms specialize in quality bulls for breeding stock The raising of livestock is a prominent feature in farming today, and is proving a paying line in all advantageous local market conditions. The quality type of stock from these farms are responsible in a large measure for the renewed interest on the farms of this particular line.

This business is of high commercial value to the public. They have added to the business and commercial life of this area in no small degree. A home institution, interested in home progress, under management that is both spirited and popular.

The farmers and stock raisers should realize the value of this institution in supplying stock to them. They have a broad background of experience and education in this field. They feel that this is a better section of the country for producing beef cattle and are anxious to see this section become a leader in this field. They believe one of the recognized privileges of farming today is the raising of beef cattle.

McDaniel - Kelly Electric Company, Inc. — Lynchburg

McDaniel - Kelly Electric Company, Inc., 1218 12th St., Lynchburg, 845-4593. Wiring Specialist - Motor Rewinding, Industrial - Municipal - House Wiring - Commercial Wiring - Motor Rewinding - Delco Parkard Motors - Century Motors.

This outstanding business offers a most comprehensive service in electrical contracting, such as electrical motors, and the rewinding and rebuilding of them.

They have saved the purchase of many a new motor because of their satisfactory service. They also have new and used motors for sale.

Throughout this section this concern is known as one of the fore most engaged in electrical repair work of motors that has attained a position in the trade in this line that brings an ever increasing business, and as a consequence the place is headquarters for everything pertaining to electric motors. For work of this kind you will find they always give courteous and satisfactory service in very short order. You can be sure that when they do a job it is well done as there is no branch of this work that they h..ve overlooked.

In the repair department they have in charge also and efficient workmen which enables them to rebuild, repair and test electric motors no matter what your troubles may be, and they do it in a most satisfactory manner.

Hawkins Hardware Company, Inc. — Lynchburg

Hawkins Hardware Company, Inc., 3004 Memorial Ave., Lynchburg. Phone 846-3038. Shop early this Christmas. Shop now, Hawkins Hardware, use their layaway plan. Toys - cameras - fishing tackle - garden tools - paints .etc or just a few gift suggestions.

Everyone knows that it is quite a bother to shop around from place to place in this busy age, no matter whether one is out in the car, walking or telephoning as it takes a lot of time. That is the reason for the large patronage of this firm. As just about everything in the hardware line can be secured here.

With each year our civilization becomes more complex and every day new inventions are taking the place of labor especially in the way of hardware and specialties. In the previous decade it was only necessary to keep a few knives and some tools and a few other articles to conduct a hardware store, but today one must have a vast array of articles to make the service attractive. The management of this store studies the needs of the kitchen the household, and farm the mechanic and has in stock one of the most modern lines of hardware to be found anywhere. Their trade is so large that all the stock is of the latest pattern as new goods are arriving all the time.

We desire to call the attention of the public to the great service they are rendering in modernizing the life of the people by the distribution of the newest products of the day and to compliment them upon their success which is due to the fact that they are performing a great public commercial service as well as conducting one of the most complete stores in this part of the State.

Lynchburg Machine Works, Inc. — Lynchburg

Lynchburg Machine Works, Inc., 919 Madison, Lynchburg. Phone VI 6-7041. Welding. All types work - road machinery a specialty. Portable - Acetylene - Electric Welding.

This is one of the most modern machine shops in this section of the state and has a reputation for turning out work of class, for the reasonableness of its charges and for getting it done when promised. Upon these lines they have built up the business to its present high standing.

In this establishment will be found the latest machinery and only the most expert men, for this firm is one of the best in the country and is well known for efficiency and promptness of service. It is headquarters for this class of work. Give them a call.

This firm is well equipped for all classes of machine shop work and established an enviable reputation for expert service and reasonable prices. Much work is received from the surrounding territory.

They are machinists of ability and repute and are able in an instant to tell you what is wrong what the cost will be, if you can get the article in question and if repairs can be made.

Holiday Inn Of America — Lynchburg

Holiday Inn Of America, Lynchburg, Va. The Nation's Innkeeper. 180 Rooms - Two Locations - No. 1, Rt. 29 N. Dial 846-6506. No. 2, Rt. 29 Expressway - Dial 847-4424. Restaurants - fine food - air conditioned - complete banquet facilities for 25 up to 200 people. Swimming pools - direct telephone dialing at Holiday Inn No. 2. TV's in all rooms - radios on request. Executive and bridal suites - American Express Diners' Club & Gulf Oil Credit Cards honored. Stay at Holiday Inn while Christmas Shopping in Lynchburg.

A modern motel of today is becoming more and more a greater necessity in the realms of commercial activity. Men and women in ever increasing numbers are forced, because of their business, to make the motel their home away from home. Also, people coming from nearby towns find it more convenient to stay overnight at this modern motel, that maintains reasonable rates, than to make the trip home and back again to complete their business.

Every community that can boast of such a motel as above named is sure of much recognition over the surrounding country. The proprietor of this motel has realized that to maintain a modern service and receive patrons from every walk of life they must have the prices within the reach of all. To prove that they have attained this object let us say that wherever a Holiday motel is mentioned, it is this motel.

They have in connection a modern dining room where you will find foods well cooked, wholesome and deliciously appetizing. The prices are very reasonable for all meals. Really it would not be a modern motel were it not for its modern dining service.

In this business review we are glad to refer all our readers to this modern motel and advise them there is not a better home away from home than this one.

Christian Book Shop — Lynchburg

Christian Book Shop, 17 Wadsworth, Lynchburg, Va. Phone 846-6679. Mr. & Mrs. T. E. Gilbert, Proprietors. Shop now for Christmas. Give a religious book to enjoy the year 'round. Christmas Cards with real spiritual significance - Sacred record albums - religious books - Bibles & church supplies to meet your Spiritual needs. Shop 9: to 6: daily - 9 to 9: Fridays. Through December shop 9: till 9: every day.

Reading is a hobby that to many of us is an obsession. Financiers and businessmen as well as housewives, when desiring to brush away cobwebs from their mind, will select a quiet spot and then look for a good book. There they will live through the romance of history, fiction or some religious or serious matter.

This can be found at this establishment. The manager knows so much about books and loves books so well that the owners have made them their life companion. They are a very efficient assistant in helping you in selections for yourself or for a gift.

Here are books of romance, travel, poetry, drama, art, children's books, Bibles, religious and Sunday School literature, gift books and anything else you desire.

There is someihing so delightfully personal about the place that one enjoys going in and just browsing over the shelves. Just try going to this store for your religious and other reading needs. Here you will find the latest selections for all age groups.

When in town don't fail to go by their store and look over the complete stock.

Roberts Piano Co. — Lynchburg

Roberts Piano Co., 717 Main, Lynchburg, Va. Phone VI 6-4639. The House of Baldwin. Make this your headquarters when in town. By reason of the wide range of quality and prices, it is very difficult for the uninitiated these days to select a musical instrument and get full value for their money unless they are dealing with someone in whom they have confidence. For this reason there is a general satisfaction in doing business with this well known concern which is considered musical headquarters by the people of this part or the State.

During the time they have been in business they have merited a reputation for fair and straightforward dealings. They know the value of pianos and other musical instruments and their customers know when they make a price that it denotes real true value. The lines of pianos and other musical furnishings and the modern business man is recognizing the necessity for improvement and is placing in his business home some of the comfortable features that make the modern office a delight to occupy.

Among the first realizing this changing tendency in the era of better furnished offices was this reliable company who is prepared to furnish the finest of furniture at reasonable prices.

In the old days a desk and a few chairs sufficed and were found efficient by the Countryside Institution and the storage battery, but this company was prepared to handle in an expert manner just such orders.

If you feel that your car is not exactly in adjustment, perhaps the fault is with the electric system or the storage battery. To find out whether it is or not, they invite you to bring your car around. One of the factory experts employed at the shop will look it over and tell you what is wrong and if the electrical system needs adjustment. No charge will be made for this service and it does not obligate you in any way to have any repairs which may be needed made at this shop.

Brown - Morrison Co., Inc. — Lynchburg

Brown - Morrison Co., Inc., 1616 Main, Lynchburg, Va. Phone VI 5-2303. Serving Central Virginia for a Prompt, Interested Service. Wide selection of fine office furniture and accessories. Complete office planning and design service with our own staff decorator. Let Brown - Morrison modernize and decorate your office for Christmas. Give a typewriter for Christmas. Smith Carona - Olympia Portables - Electric and Standard Models in the famous Olympia typewriters. Underwood, Olivetti, portable Typewriters and adding machines - Victor Adding Machines. Moeler Safes Sales and Service. Filing equipment systems and supplies. Duplicating Machines & supplies. Dictating Machines. Sales - Service - Repairing all typewriters. Rentals - Appraisals, estimates. Printing - Lithographing - Institutional Furniture - Data Processing Accessories.

Clean, smooth floors can now be had through their methods in a short time without cluttering up your home with a lot of workmen and without the confusion and heavy expense that results from the old method of hand scraping. Howdreds of homes and business men who have these floor conditions to tolerate from year to year thinking they are something intangible, because they cannot afford new floors.

To scrape and finish a floor is a long process and in most instances we crow tired of the task before it is half finished. Resurfacing the floors by their methods means the disappearance of worn, ugly spots, the removal of old paint or varnish and then they are ready to finish as you like. It takes but a short time to do the work and you have floors returned to their brightness and soft lustre and the satisfaction in return is the same as though you had new floor laid—but without the expense.

H. T. Overstreet — Lynchburg

H. T. Overstreet, 408 Court, Lynchburg, Va. Phone VI 7-7145. State Official Inspection Station No. 2 Trucks. 25 Years Experience. See H. T. Overstreet - for parts - ignition & carburetor parts for cars and some truck parts - Complete brake service, repairs and tune-ups. Magnetos - Carburetors - Generators - starters - ignition & brake service. Complete wheel, axle & frame work. Cars & Trucks. Mechanical Alignment Service. Speedometers.

No adjusting or repair on an automobile is more delicate and requires more careful technical skill than the adjusting of the ignition system - starting, lighting and ignition and the storage battery, these expert workmen know every little intricacy of the electrical business and have had wide experience in their work.

A great tribute to the shop is the way in which the work of this shop has increased since it was started. Time and again additions to the corps of workmen have been necessary to take care of the work that has been sent to them for the asking.

The management of this shop knows their business from A to Z. They not only conduct their business for the benefit of the public but are interested in every project for the people as a whole.

G. Stalling & Co. — Lynchburg

G. Stalling & Co., 320 Federal, Lynchburg, Va. Phone VI 6-1339. Lynchburg's only new service electrical store in this area. Sales and service for Admiral TV's and Refrigerators. Sales and Service for Maytag Washers and Dryers. Sales and Service for Kelvinator Refrigerators and Freezers. Sales and Service for Hotpoint Ranges and Dishwashers. Sales and Service for Whirlpool Refrigerators and Freezers. Sales and Service for Whirlpool Ranges and Dishwashers. Sales and Service for Whirlpool Washers and Dryers. Sales and Service for Whirlpool Air Conditioners. Sales and Service for Whirlpool Dishwashers. Sales and Service for Whirlpool Disposers. Sales and Service for Whirlpool Trash Compactors. Sales and Service for Whirlpool Ice Makers. Sales and Service for Whirlpool Food Freezers. Sales and Service for Whirlpool Refrigerators. Sales and Service for Whirlpool Ranges